

For Immediate Release

UTAH COMPANY WINS INTERNATIONAL AWARD FOR PROPOSAL GUIDE

Kaysville, UT. June 27, 2009. For immediate release. The Society for Technical Communication (STC) announced that the *Shibley Proposal Guide* was selected for the Society's Award of Excellence, at its International Technical Publications Competition. International competition entries are limited to the winning submissions from competitions conducted earlier across STC's 130 chapters worldwide.

Shibley Associates is based in Kaysville, Utah and is one of the recognized industry leaders in developing today's standards for proposal strategy and business development. Shibley consultants help companies improved their staffs' business development skills that include proposal development and capture management.

"An entry that wins an *Award of Excellence* consistently meets high standards in all or most areas. It clearly demonstrates an exceptional understanding of technical communication principles," said Deanne Levander, manager for the society's International Technical Publications Competition.

Previously, STC's Intermountain Chapter cited the *Shibley Proposal Guide* as a "Distinguished Technical Communication" and "Best of Show." STC also cited the exemplary work of the guide's author Larry Newman, and the Shibley development team that included desktop publishing, graphic design, and project management support.

"The global recession is making it more important than ever that companies compete and win Government contracts by submitting quality, customer-focused proposals," said Shibley CEO Howard Nutt. "The *Shibley Proposal Guide* has become the industry best practice standard for reference material to help individuals and organizations develop effective proposals."

Newman cited three aims for the use of the Proposal Guide:

"First, the guide has been designed to help individuals and organizations win competitive business. Second, it offers clear, practical, and easy-to-find guidance; and third, it records best practices. All of this adds up to the best guide available today for the proposal management team."

The *Shibley Proposal Guide* is the fundamental reference and job aid for Shibley Associates' extensive series of business development workshops. Their U.S. cadre of approximately 180 proposal consultants, and their international licensees in the United Kingdom, Northern Europe, Germany, Canada, Asia Pacific, and Australia help organizations win business by applying these best practices.

"Most publications make you read an entire book," Newman said. "My approach for the *Shibley Proposal Guide* was to organize 62 topics alphabetically and include 17 model documents. Most users can find the guidance that they need in a few pages."

In addition, the Association of Proposal Management Professionals (APMP) selected the *Shibley Proposal Guide* as their primary study resource for the professional accreditation of proposal professionals.

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 14,000 members affiliated with 130 regional chapters include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, web designers and developers, and translators.

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About Shipley Associates

Since 1972, Shipley Associates has provided organizations and individuals with consulting and training services focused on *winning business* in highly competitive environments. With more than 200 consultants worldwide, Shipley consults on more than 160 major proposal efforts per year with a client win rate in excess of 82%.

Shipley's proposal specialists, trainers, and process designers are recognized leaders in developing today's standards for proposal strategy and business acquisition. They offer a unique mix of consulting, training, and process implementation expertise tailored to meet each client's requirements.

Shipley Associates provides capture and proposal support services to the following:

- 23 of the top 25 U.S. DOD contractors
- 38 of the top 50 Fortune 500 companies
- Over 8,000 business development professional each year who attend Shipley training

For more information, visit the website at www.shipleywins.com or call us at 888.772.9467 (WINS).